

# WHY SLEEPING BAO?

Sleeping Bao was born out of our passion for helping families navigate the overwhelming world of baby sleep. Hi! I'm Alexandra Kwong, the founder of Sleeping Bao, a certified pediatric sleep consultant and a mother of two!

At Sleeping Bao, we understand the challenges that come with parenthood, particularly when it comes to ensuring that your little ones get the sleep they need for healthy development.

Our sleep coaching philosophy focuses on building a solid foundation of good sleeping habits - we will work with you so that children can learn to fall asleep on their own. Sleeping Bao is dedicated to provide this personalized service for you to receive accurate, proven information and equip you with the correct tools tailored to you and your child's needs. We will support you in putting your tailored sleep plan in motion to help your family achieve the sleep you need. We take the guesswork out of sleep-training.



At Sleeping Bao, we see learning how to sleep as another milestone. While all children achieve milestones at their own pace, it is important for us to provide them with the tools and support them on this journey.

All babies have unique temperaments, sleep patterns, personalities, and they all respond differently in varying situations. Our approach focuses primarily on the temperament of the child, their history, and family dynamics that we need to be mindful of.

## OUR SERVICES



*Most Support*

LITE

ESSENTIAL

PLATINUM

• • • • OUR PACKAGES • • • •



### NEWBORN (0-3 MONTHS) "MINI BAO"

Fourth Trimester woes are tough! Many go through day/ night confusion, overwhelming exhaustion and never-ending self-doubt regarding your baby's care. Good sleep habits start at birth, as this can mitigate sleep troubles down the road.



### BABIES (4-24 MONTHS) "LITTLE BAO"

Your baby is going through so many changes! Maybe your baby's sleeping habits are now unsustainable. Maybe your perfect sleeper won't sleep anymore. Don't despair! We can provide you with the tools to get sleep back on track.



### YOUNG CHILDREN(2-5 YEARS) "BIG BAO"

"No!" - Sounds familiar? Sleep troubles are predominantly behavioral, and possibly accompanied by underlying fears and big feelings that children find difficult to express. We are here to unpack it all and empower your child to look forward to bedtime and a restful night of sleep.

What you need to know

## ABOUT SLEEP TRAINING

Sleeping Bao

### CONTACT US

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Sleeping Bao - Baby Sleep Consultancy



# ABOUT SLEEP TRAINING

Sleep Coaching, or Sleep Training as it's commonly known, is the process of your baby learning to fall asleep by themselves — whether that's in the beginning of the night at bedtime or when they wake up in the middle of the night.

However, Sleep Training is often misunderstood as just leaving the baby to cry and feel abandoned to the point where they fall asleep exhausted on their own. While Cry-It-Out can be an effective sleep training method, that is NOT the only option and not my method of choice!



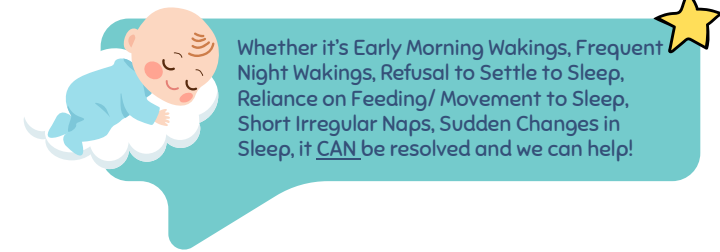
**Alexandra Kwong**  
Founder & Certified Pediatric Sleep Consultant

Our approach focuses primarily on the temperament of the child, their history, and family dynamics that we need to be mindful of.

Teaching a baby to fall asleep independently can be a gentle process and part of the process is allowing the baby to feel secure and comfortable and feeling self-assured that they can sleep in their own safe space.

# MYTHS AND REALITIES

Sleep Training has become such a sensitive topic in the parent community. Parents are reminded that “nights are long, but the years are short”. However, chronic sleep deprivation is no joke – it has a significant negative impact on parental mental health and physical health, relationships and careers



Whether it's Early Morning Wakings, Frequent Night Wakings, Refusal to Settle to Sleep, Reliance on Feeding/ Movement to Sleep, Short Irregular Naps, Sudden Changes in Sleep, it CAN be resolved and we can help!

For babies, the lack of sleep or poor quality of sleep impacts their brain and physical development, and perpetual overtiredness affects their overall well-being. With our help, your baby can: 1/ Have fewer night wakings and early morning wakings; 2/ Fall asleep without help; 3/ Sleep through the night; 4/ Have a predictable routine and schedule

## START HERE

To learn more about Sleep Training

### MYTH NO. 1

Sleep training causes high stress for babies and cause irreparable damage to your relationship with your baby.

### REALITY NO. 1

Research<sup>1</sup> shows that infant stress hormone levels are actually lower and that baby-caregiver attachment remains unchanged with sleep training.

Every baby is different! We don't believe in a one-size-fits-all solution!



### MYTH NO. 2

Sleep training teaches babies not to cry in the night

### REALITY NO. 3

Sleep Training doesn't mean that your baby has to be home or in their crib for every nap! You can find a balance between naps at home and naps on the go for a busy schedule!

### MYTH NO. 3

Sleep training means all naps need to be in the crib

### REALITY NO. 2

Research<sup>2</sup> shows that sleep training is effective for long-term sleep improvement. Even when you have a great sleeper, if your baby is sick or needs you during the night, you will be able to give them the support they need

1. Gradisar et al. (2016). Behavioral Interventions for Infant Sleep Problems.

2. Hall et al. (2015). A randomized controlled trial of an intervention for infants' behavioral sleep problems.